

UTAH CTE SKILL CERTIFICATION PERFORMANCE EVALUATION

Sports & Entertainment Marketing Applied – TEST #417

The performance evaluation is a **required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), **“Y” (Y=YES)** is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then **“N” (N=NO)** is recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in **“A”** on the answer sheet for item **#81** for students who have achieved **“Y”** on **ALL performance objectives**.
- The teacher will bubble in **“B”** on the answer sheet for item **#81** for students who have **ONE or more “N’s”** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher’s file for two years.
- A copy is also kept on file with the school’s CTE skills certification testing coordinator for two years.

Performance Objectives

Each student must complete the following required performance objective at 80% mastery to fulfill the performance requirements for the Utah State Office of Education:

- PO-01 _____ Select and organize a sports event, develop a marketing plan, and run the event including the following components:
- _____ A) Develop a promotion plan.
 - _____ B) Develop a sponsorship proposal and contract.
 - _____ C) Develop a post-event management plan.

Each student must complete three (3) of the following eight (8) optional performance objectives at 80% mastery to fulfill the performance requirements for the Utah State Office of Education:

- PO-02 _____ Develop a letter of agreement for a corporate partner’s sponsorship of an event.
- PO-03 _____ Develop and utilize a SWOT evaluation to evaluate a sponsorship and/or event.
- PO-04 _____ Identify revenue sources and promotional sources for an event.
- PO-05 _____ Organize and plan ancillary events to take place at an event.
- PO-06 _____ Develop a player/participant contract for an event.
- PO-07 _____ Evaluate and report on a television or media distribution contract for an event.
- PO-08 _____ Develop a management plan for an event consisting of load-in schedule and pre-event activities.
- PO-09 _____ Develop a management plan for an event consisting of load-out schedule and post-event activities.

Students who achieve 80% (moderately to highly skilled) on **ALL** completed performance objectives and 80% on the written test will be issued a CTE skill certificate.

Please *print* clearly:

I, _____, certify that _____, who is a student at
(Teacher Name) (Student Name)

_____, has mastered the above performance objectives at an 80% or
(High School Name)
higher level.